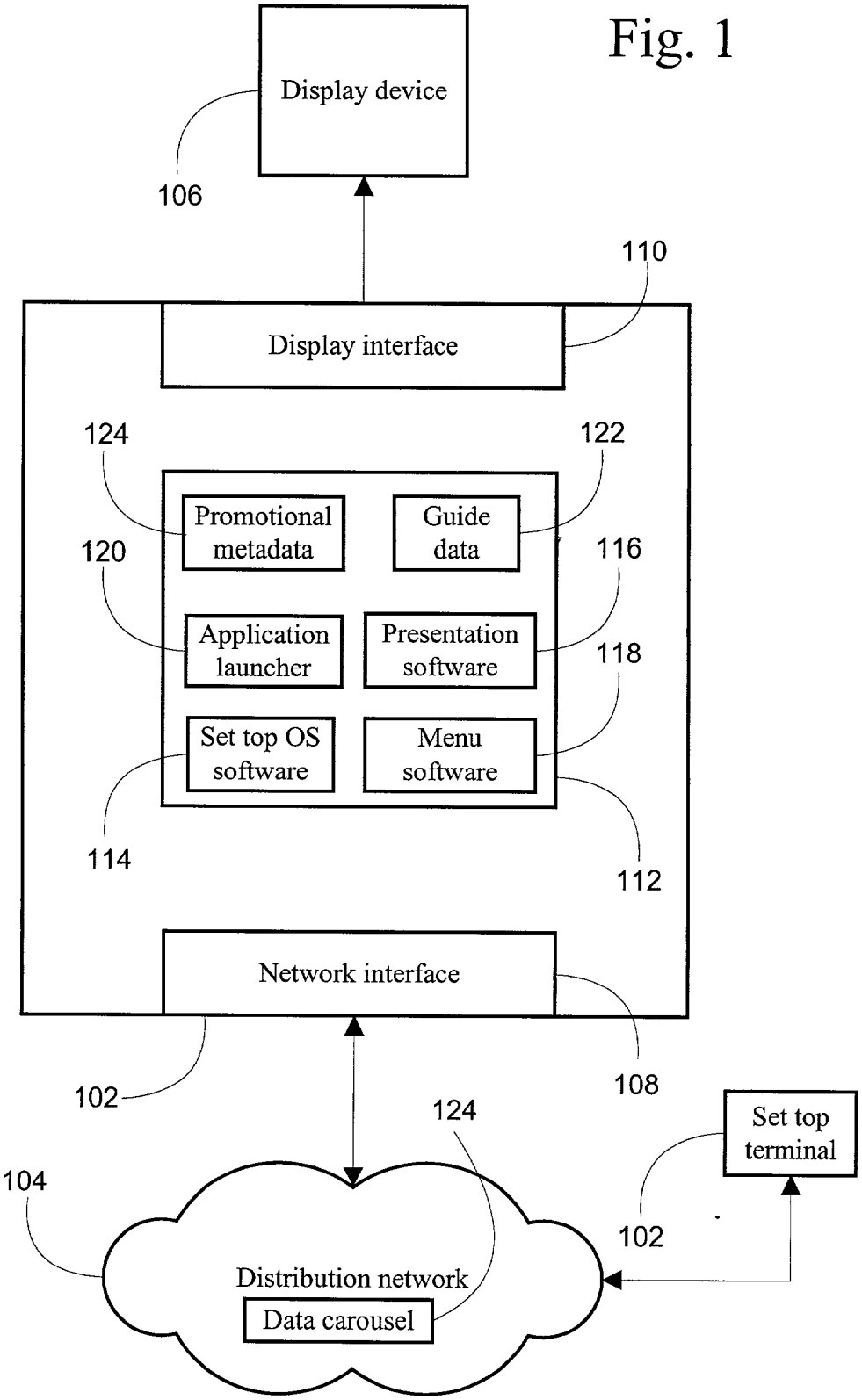
Fig. 1


Display device
106
110
Display interface
124
122
Promotional metadata
Guide data
120
116
Application launcher
Presentation software
118
Set top OS software
Menu software
114
112
Network interface
102
108
124
Set top terminal
104
102
Distribution network
Data carousel

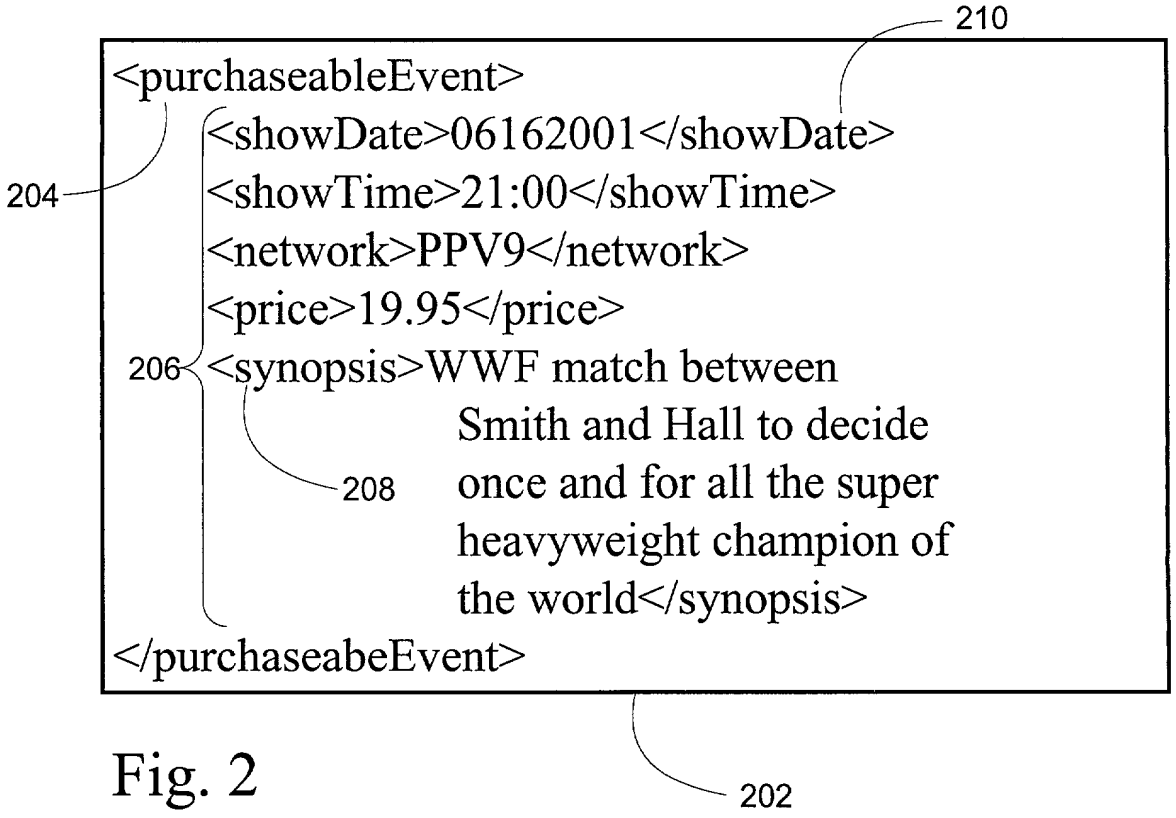

<purchaseableEvent>
<showDate>06162001</showDate>
<showTime>21:00</showTime>
<network>PPV9</network>
<price>19.95</price>
<synopsis>WWF match between
Smith and Hall to decide
once and for all the super
heavyweight champion of
the world</synopsis>
</purchaseabeEvent>
210
204
206
208
202

Fig. 2

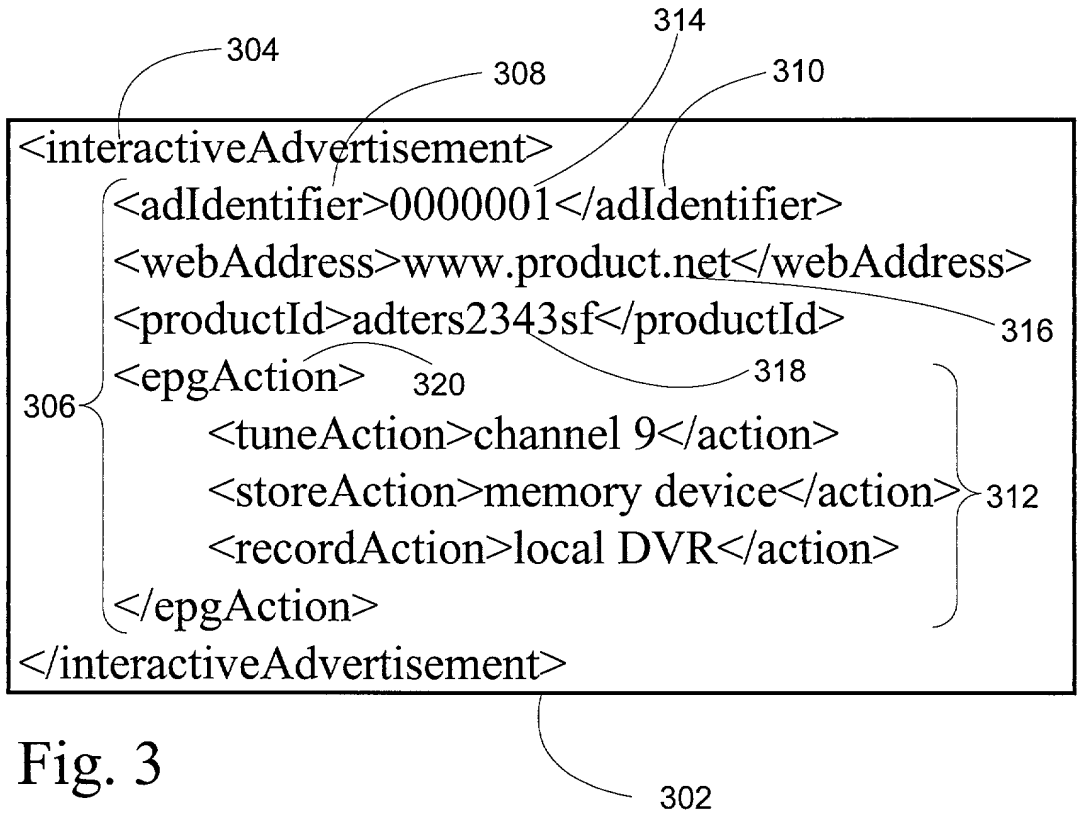

<interactiveAdvertisement>
<adIdentifier>0000001</adIdentifier>
<webAddress>www.product.net</webAddress>
<productId>adters2343sf</productId>
<epgAction>
<tuneAction>channel 9</action>
<storeAction>memory device</action>
<recordAction>local DVR</action>
</epgAction>
</interactiveAdvertisement>
304
308
314
310
316
318
320
306
312
302

Fig. 3

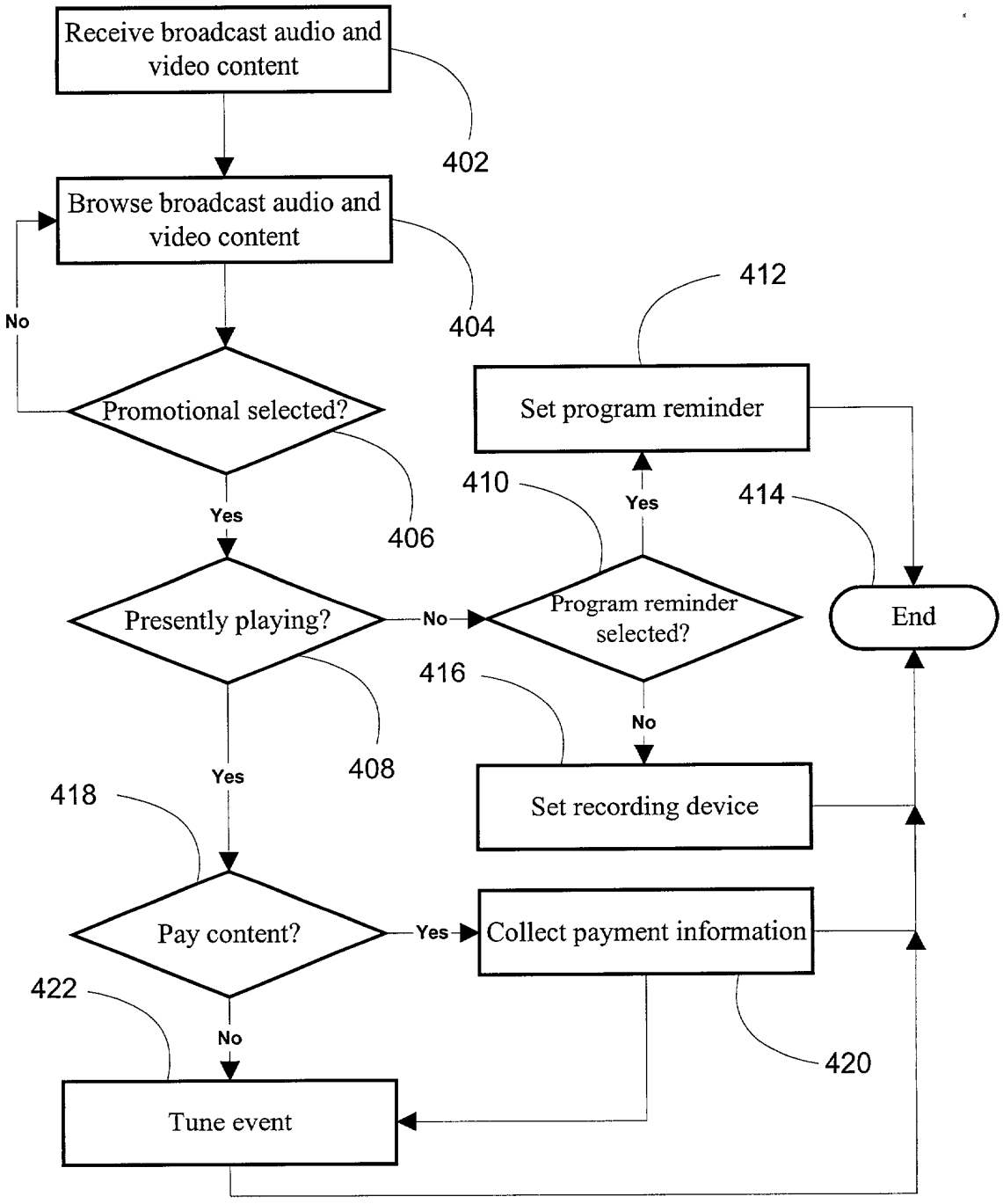

Receive broadcast audio and video content
402
Browse broadcast audio and video content
404
No
Promotional selected?
406
Yes
Presently playing?
No
408
Yes
418
Pay content?
Yes
422
No
Tune event
412
Set program reminder
410
Yes
Program reminder selected?
414
End
416
No
Set recording device
Collect payment information
420

Fig. 4

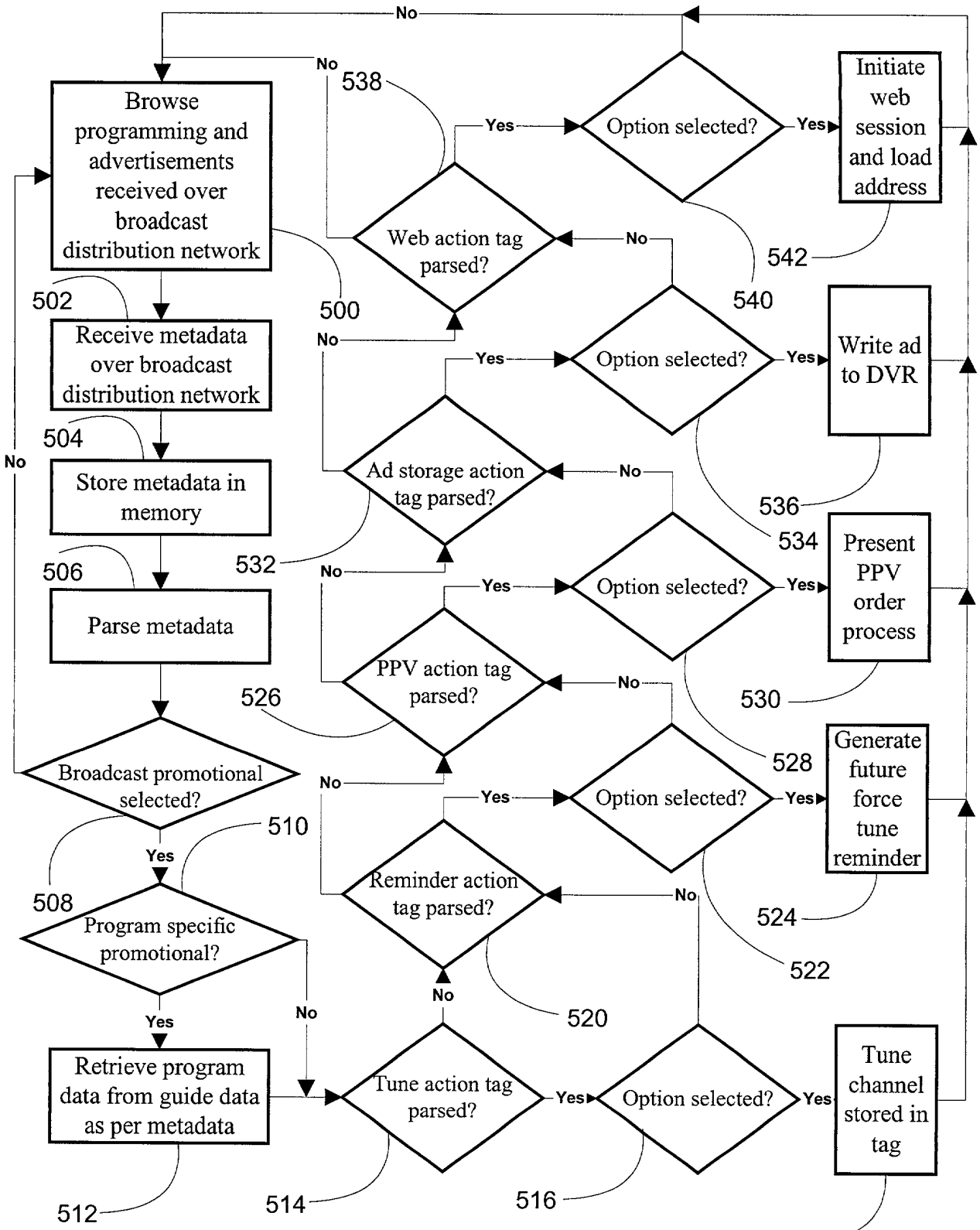

Browse programming and advertisements received over broadcast distribution network
Receive metadata over broadcast distribution network
Store metadata in memory
Parse metadata
Broadcast promotional selected?
Program specific promotional?
Retrieve program data from guide data as per metadata
Tune action tag parsed?
Reminder action tag parsed?
PPV action tag parsed?
Ad storage action tag parsed?
Web action tag parsed?
Option selected?
Initiate web session and load address
Write ad to DVR
Present PPV order process
Generate future force tune reminder
Tune channel stored in tag
Yes
No
500
502
504
506
508
510
512
514
516
518
520
522
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526
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530
532
534
536
538
540
542

Fig. 5

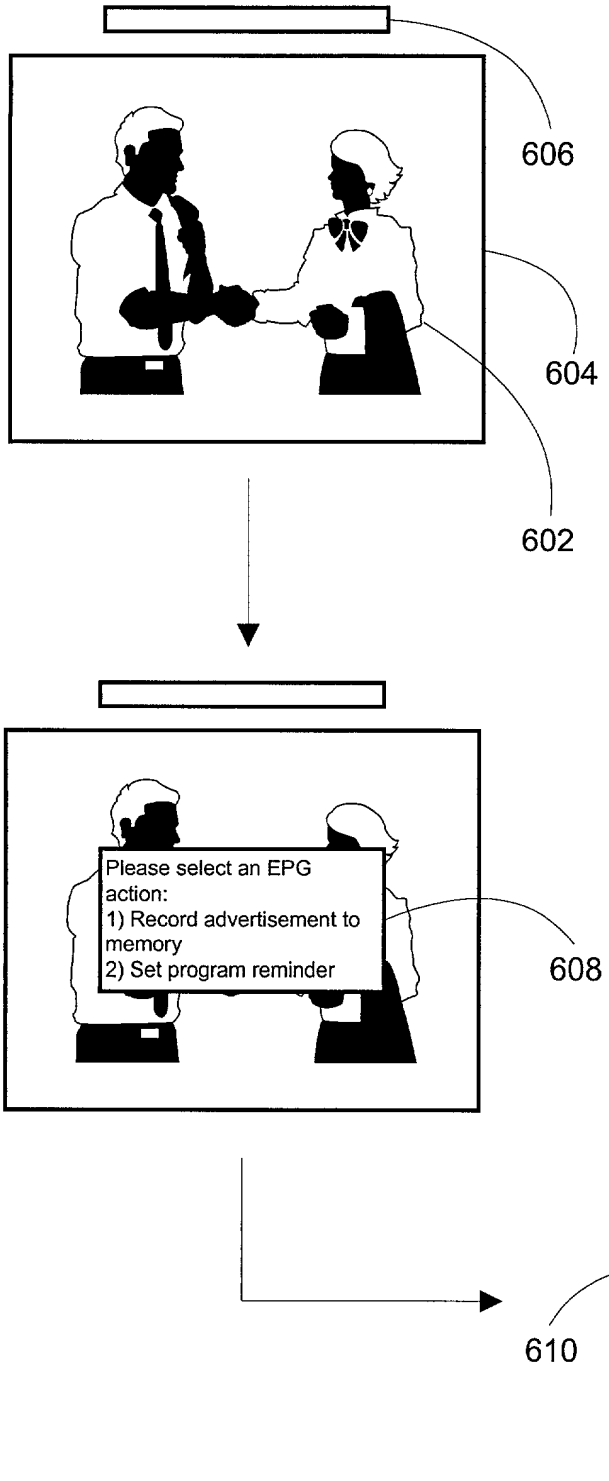

606
604
602
Please select an EPG action:
1) Record advertisement to memory
2) Set program reminder
608
Thank You. The advertisement has been recorded for future viewing
610

Fig. 6